

**The Matthews Story -  
How Matthews Codes  
Assist Development Projects**

# Town within a metropolitan area





- Small Town Character
- High Quality Development
- Community Values

**Vision 1. Small Town Feeling and Identity**

Matthews has kept its small town feeling and identity, while continuing to grow. Attractive neighborhoods, a variety of churches, quality schools and an outstanding medical center make for a full service community. Above all, people feel safe and secure here. Streets in Matthews exude a small town charm—overarching street trees, attractive landscaping, understated signage, and wide, shaded sidewalks. Small parks and natural areas dot the community. Retail parking lots, once viewed as “seas of asphalt”, have been broken up, softened, and shaded with landscaped islands and perimeter buffers. Matthews has avoided “anywhere USA” franchise-style development. Instead, buildings, old and new, honor the 100-year-plus heritage of the community. New buildings are largely of modest height and scale, and are finished in traditional wood and brick architectural themes.



*Our Town, Our Vision!*

Matthews Growth Vision

**Vision 10. Quality Residential Development**

Matthews has remained mostly a low density, single-family residential community. Within this context, housing innovations have evolved to address two key issues: (1) traffic congestion and (2) quality affordable housing. To cut down on the growth in traffic, walkable neighborhoods convenient to appropriate, pedestrian-scaled areas, as well as transit services, have been favored over automobile-dependent, cookie-cutter subdivisions. The affordable housing needs of service workers, senior citizens, young couples, and others have been met through a variety of housing forms compatible with single family neighborhoods (rather than typical large complexes of apartments, condominiums or institutional housing). New and old neighborhoods alike are well maintained, having benefited from the town's strategic location, sustained economic prosperity, and overall quality of life.



*Our Town, Our Vision!*

Matthews Growth Vision



# Residential Conversions





# Matthews Station Street



*Banking, BBQ,  
Crepes, Craft  
Beer, Library,  
Wine Store,  
Coffee Shop,  
Salon, Boutiques  
and More!*





# Matthews Station Street









# Conditional District Zoning

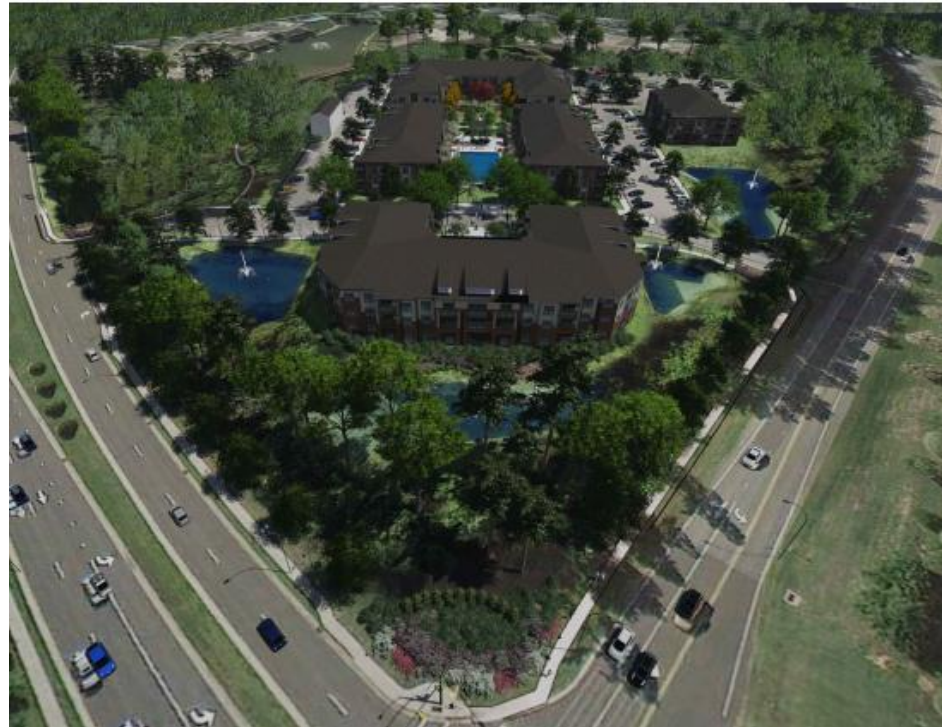




# Fountains Matthews



YPICAL BUILDING ELEVATION  
REFER TO THE "ARCHITECTURAL STANDARDS" ON SHEET R23.0 FOR BUILDING MATERIALS



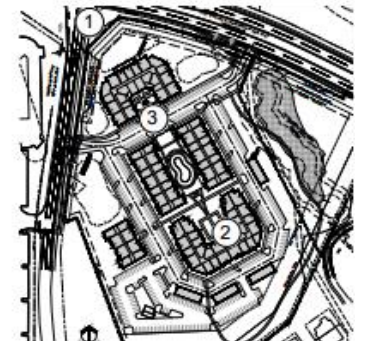
CONCEPTUAL DETACHED GARAGES STRUCTURE - (TWO-STORY CARRIAGE HOUSE ELEVATION SHOWN)  
- REFER TO THE "ARCHITECTURAL STANDARDS" ON SHEET R23.0 FOR BUILDING MATERIALS



COURTYARD PERSPECTIVE LOOKING NORTHWEST



NOTE: ALL IMAGES ARE CONCEPTUAL IN NATURE AND ARE INTENDED TO DEPICT THE SCALE, MATERIALS, AND RELATIONSHIP OF PROPOSED AND EXISTING TO THE SITE PLAN AND THE ARCHITECTURE. THESE IMAGES ARE SUBJECT TO MODIFICATIONS DURING THE STAFF REVIEW OF THE PERMITTING PROCESS.









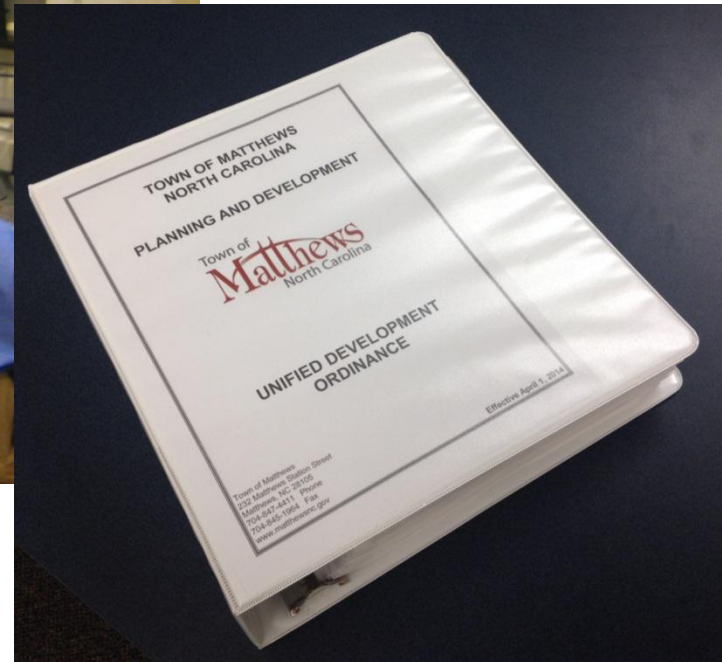








# Unified Development Ordinance





# Simplifying the Process



Windsor Square Shopping Center

Novant Matthews Medical Center





# Simplifying the Process

- Staff approval of minor changes
- Early Designation
- Final plat approval by staff
- Digital plan review





# Entertainment District





**Thank You!**